

Message Text

UNCLASSIFIED

PAGE 01 BONN 15465 201039Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----037270 201156Z /53

R 201032Z SEP 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 1550
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL STUTTGART

UNCLAS BONN 15465

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - FENDALL COMPANY, CHICAGO, IL

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

LOEVENICH ARBEITSSCHUTZ & ARBEITSMEDIZIN
RODDERBERGSTR. 13
5000 KOELN 41
CONTACT: HERR HAAKE
PHONE: 0221/463258
COMMENT: MR. HAAKE REPORTED THAT FENDALL CO. HAS
ALREADY DIRECTLY CORRESPONDED WITH LOEVENICH. NO
MENTION OF THIS FACT WAS MADE IN THE ADS APLICATION
UNDER ITEM 5, HOWEVER WE NOTE THAT THE EXCHANGE OF
CORRESPONDENCE HAS BEEN OF RECENT DEVELOPMENT. SINCE
LOEVENICH INTEREST IN ADS PRODUCT IS EXTREMELY HIGH,
AMCONSUL DUSSELDORF BELIEVES IT NOT APPROPRIATE TO
CONTACT ANOTHER FIRM IN ITS DISTRICT WHICH WOULD BE IN
COMPETITION WITH THE ORIGINAL CONTACT.

GRANER AND CO.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 15465 201039Z

INTERN. VERTRETUNGEN
KIRCHENWEG 16
D-7022 LEINFELDEN
CONTACT: MR. WURST
PHONE: (711) 75366
COMMENT: COMPANY IS INTERESTED ON CONDITION THAT
PRICES WILL BE COMPETITIVE WITH BRITISH, SINCE BRITISH

OFFER SIMILAR PRODUCTS AT VERY LOW PRICES. WANTS TO BE QUOTED PRICES CIF GERMAN PORT IN ORDER TO EVALUATE. COMPANY HAS LONG EXPERIENCE AS INTERNATIONAL SALES REPRESENTATIVE AND HAS ADDED INDUSTRIAL SAFETY DEVICES TO PROGRAM. EMPLOYS 5. HAVE NO DETAILS ON SALES VOLUME, FAVORABLY KNOWN TO CONSULATE GENERAL STUTTGART.

AMCONSUL FRANKFURT COMMENT:

THE PROSPECTIVE BUSINESS PARTNERS IN THE FRANKFURT/MAIN DISTRICT INDICATED NO INTEREST IN THE DISTRIBUTION OF THIS EQUIPMENT. PLEASE NOTE, HOWEVER, THAT A NATION-WIDE PRODUCT MARKETING SURVEY WAS CARRIED OUT IN OCTOBER LAST YEAR BY THIS OFFICE ON BEHALF OF THE FENDALL COMPANY AND THROUGH THE THEN EXISTING USTC FRANKFURT/M. AS A RESULT OF IT, THE GERMAN COMPANY CASPAR & CO., D-5100 AACHEN (DRESDNER STRASSE 15-17, TELEPHONE NO. 0241-505051, ATTN. HERR BRENDJES, OFFICIAL I/C OF MEDICAL AND LABORATORY EQUIPMENT DIVISION) HAS BEGUN SINCE EARLY THIS YEAR WITH THE DISTRIBUTION ON A NATION-WIDE BASIS OF THE PORTABLE EYE WASH STATION. THE GERMAN COMPANY HAS INVESTED CONSIDERABLY INTO ADVERTISING AND PROMOTION - INCLUDING THE TRANSLATION AND PRINTING OF PRODUCT LITERATURE OF FENDALL - AND HAS ENGAGED ONE OF ITS TRAVELLING SALESMEN FOR NATION-WIDE MARKETING OF THE EYE WASH STATION. THE GERMAN COMPANY PERCEIVES GOOD
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 15465 201039Z

MARKETING OPPORTUNITIES FOR THESE EYE WASH STATIONS, WHICH IT WILL BE DEVELOPING ON A STEP-BY-STEP BASIS IN THE COURSE OF THE FOLLOWING MONTHS. THE U.S. COMPANY SHOULD BE AWARE OF THE FACT THAT THE SUCCESSFUL INTRODUCTION OF A NEW PRODUCT AND ACCEPTANCE BY THE MARKET - SAME AS IN THE UNITED STATES - IS A MATTER OF TIME (BETWEEN 12 AND 18 MONTHS.).

SHOULD ANOTHER EXPRESSION OF INTEREST BE ELICITED, THE EMBASSY WILL REPORT IT IMMEDIATELY.

APPROVING OFFICER: T.PATRICK KILLOUGH, COMMERCIAL OFFICER.
STOESSEL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BONN15465
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770341-0518
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770946/aaaabmcy.tel
Line Count: 108
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 35ab0a42-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 13-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1213241
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - FENDALL COMPANY, CHICAGO, IL DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE ONLY THE FOLLOWING PROSPECT(S)
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/35ab0a42-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009